



## **HD Radio™ Technology Enters Real-Time Traffic Category with Three Personal Navigation Device Form Factors and In-Dash Head Units**

*Side benefit: Radio has already made its digital transition!*

Orlando – March 5, 2009 – The HD Digital Radio Alliance, a joint initiative of leading radio broadcasters to accelerate the successful rollout of HD Digital Radio, is today sharing the magic of HD Digital Radio with White House Press Secretary Robert Gibbs. Mr. Gibbs mentioned to the White House press corps yesterday that he didn't own a radio.

A Sony XDR-S10HDiP receiver with full iTunes Tagging capability and an iPod dock is today on its way to Mr. Gibbs.

HD Radio technology is the only digital radio transmission method approved by the FCC. A complete guide to local Washington, D.C. radio stations broadcasting in HD Radio is available at [www.hdradio.com](http://www.hdradio.com).

"Radio's digital future was made possible by a collaboration of policy makers, broadcasters, the FCC and the consumer electronics industry," said Diane Warren, President of the HD Digital Radio Alliance. "We're delighted to welcome the White House to this important digital upgrade. Now, they can listen to the President's Weekly Radio Address in crystal clear HD digital sound and find exciting new HD2 stations only available on HD Radio."

The HD Digital Radio Alliance is a joint initiative of leading radio broadcasters to accelerate the successful rollout of HD Digital Radio. Current members include major radio groups and independent station owners: Beasley Broadcast Group, Bonneville International, Buckley Radio, CBS Radio, Citadel Broadcasting / ABC Radio, Clear Channel Radio, Emmis Communications, Entercom, Greater Media and WBEB Philadelphia. For more information on HD Digital Radio, visit [www.hdradio.com](http://www.hdradio.com).